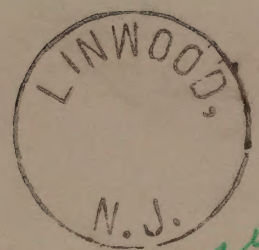


62

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AMERICA'S
FINEST
AFRICAN VIOLETS
BY MAIL



*Miss Calloway
1045*



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U. S. Department of Agriculture

fischer
GREENHOUSES
LINWOOD, NEW JERSEY
1963 PRICE: Ten Cents



VENUS △



RASPBERRY SPLASH △



ALPINE ▽



PINK JADE ▽

ALL BLOSSOMS PICTURED IN ACTUAL SIZE



NOBILITY △



EVENING SHADOWS ▽



PINK MAGNOLIA △



MOLTEN FIRE ▽

AMERICA'S FINEST AFRICAN VIOLETS

Direct From America's
Foremost Grower and
Hybridizer



HOW TO ORDER BY MAIL

Browse through this booklet, checking the numbers of the plants and gardening aids that you would like. Then tear off the order blank, found on the last page, and circle the appropriate numbers. Minimum order, \$4.00. The 1963 shipping season begins in early May and continues through mid November, weather permitting. All shipments will be made by Parcel Post unless you request otherwise. All plants, with the exception of fresh cuttings, are shipped in 2¼" plastic pots. Please send check or money order with your order. No C.O.D.

IMPORTANT PRICING INFORMATION

Following each plant description you will find plant numbers and prices. The first number and price refers to the Flowering Plant price; the second refers to the Starter Plant price; the third, if available, refers to the Fresh Cutting price. See page 12 for additional information on Flowering Plants, Starter Plants, and Fresh Cuttings.

DOUBLE VARIETIES

VENUS—New! A lovely pastel blue double Geneva. Free flowering with lightly ruffled blossoms. Good, medium green, slightly fringed foliage. An out of this world addition to any collection.

No. 101 f.p. \$2.00 / No. 201 s.p. \$1.25 / No. 301 f.c. .50

RASPBERRY SPLASH—A semi-double tu-tone in raspberry and white. Diminutive grower with medium dark green wavy leaves.

No. 102 f.p. \$1.50 / No. 202 s.p. .90 / No. 302 f.c. .35

ALPINE—New! Highly ruffled, double white giant. Blossoms full petalled. Heavy flowering with bright pollen centers. Sturdy flower stems, attractively waved foliage.

No. 103 f.p. \$1.50 / No. 203 s.p. .90 / No. 303 f.c. .35

PINK JADE—Huge, full double pink with some chartreuse edging. An exotic performer. Nicely waved foliage with pink under leaves.

No. 104 f.p. \$1.50 / No. 204 s.p. .90 / No. 304 f.c. .35

NOBILITY—Large, deep raspberry red double blossoms. Shiny green foliage. Strong symmetrical grower.

No. 105 f.p. \$1.50 / No. 205 s.p. .90 / No. 305 f.c. .35

PINK MAGNOLIA—New! Giant, full petalled, rich pink blossoms. Diminutive type, dark green foliage with red veining highlights. Very popular at our greenhouses.

No. 106 f.p. \$1.50 / No. 206 s.p. .90 / No. 306 f.c. .35

EVENING SHADOWS—New! Full lavender blossoms. Rich wisteria coloring with deeper highlights. Clusters of flowers above velvety dark green foliage with attractive veining. Ideal symmetrical grower.

No. 107 f.p. \$1.50 / No. 207 s.p. .90 / No. 307 f.c. .35

MOLTEN FIRE—New! Companion plant of Atomic Flame. Vibrant red double with same dark green quilted foliage and colorful red underleaf. Free blooming and beautiful.

No. 108 f.p. \$1.50 / No. 208 s.p. .90 / No. 308 f.c. .35

f.p. — Flowering Plant; s.p. — Starter Plant; f.c. — Fresh Cutting

Page 3



MISS ATLANTIC CITY Δ

BEWITCHING ∇



STARTLING Δ

SNOW SPRITE ∇



ALL BLOSSOMS PICTURED IN ACTUAL SIZE



SEA HAWK Δ

RACY RED ∇

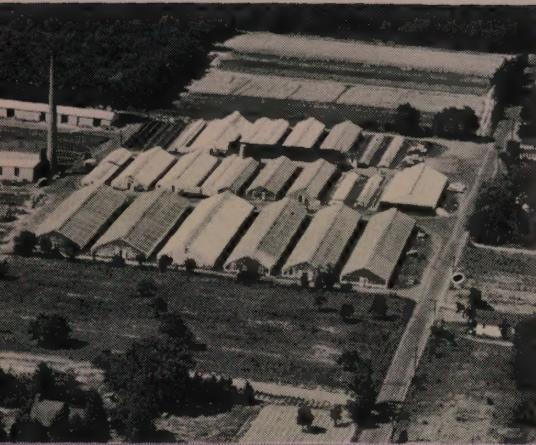


KINGS RANSOM Δ

WISTERIA ∇

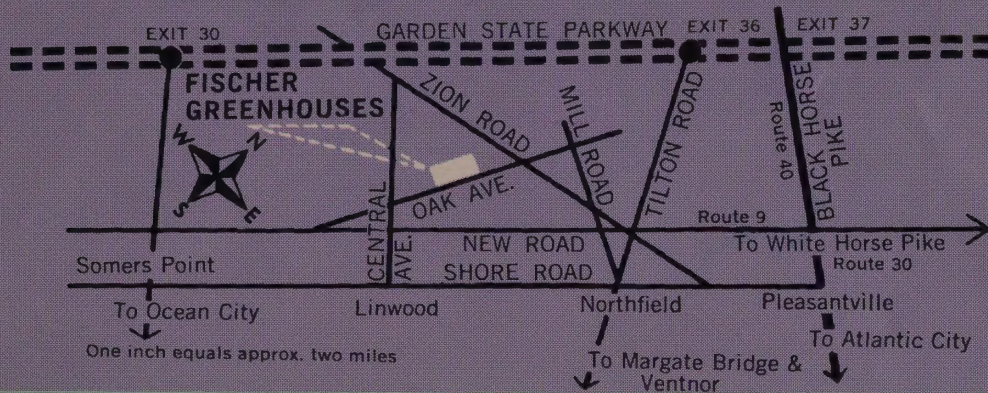


VISITORS ARE WELCOME



... at the Fischer Greenhouses where skilled and experienced growers are constantly researching new varieties of African Violets, and grow over 150,000 plants annually. See thousands of African Violets, of many different and intriguing varieties, all under one roof! There's a treat in store for you at the Fischer Greenhouses. Won't you visit us soon? Open daily, including Sunday, till 5 p.m.

The Fischer Greenhouses are located one block west of Route 9, at Oak and Central Avenues, in Linwood, New Jersey. Just seven miles from Ocean City; 10 miles from Atlantic City; 60 miles from Philadelphia; 120 miles from New York.



SINGLES & DOUBLES

MISS ATLANTIC CITY — Large, raspberry pink, frilled single flowers. Beautifully waved dark green foliage.

No. 109 f.p. \$1.50 / No. 209 s.p. .90 / No. 309 f.c. .35

STARTLING — Fantasy star. Light lavender blossoms with blue flecks throughout. Giant, semi-double flowers with medium green foliage. A new variety from Lyndon Lyon.

No. 110 f.p. \$2.00 / No. 210 s.p. \$1.25

BEWITCHING — New! Blooms of tu-tone single and semi-double blue and white outlined with vivid blue. Clusters of blossoms above deep green wavy foliage. Very prolific bloomer.

No. 111 f.p. \$1.50 / No. 211 s.p. .90 / No. 311 f.c. .35

SNOW SPRITE — A heavy blooming single white with fringed flowers standing high above slightly waved medium green foliage.

No. 112 f.p. \$1.50 / No. 212 s.p. .90 / No. 312 f.c. .35

SEA HAWK — A very outstanding, giant, frilled dark purple single. Blossoms high above strong and gently waved foliage. A vigorous grower.

No. 113 f.p. \$1.50 / No. 213 s.p. .90 / No. 313 f.c. .35

KINGS RANSOM — A fine, large, clear pink single flower with frilled chartreuse edging. Beautiful, waved deep glossy green foliage.

No. 114 f.p. \$1.50 / No. 214 s.p. .90 / No. 314 f.c. .35

RACY RED — A bright cerise-red star. A semi-miniature grower with medium dark green foliage. An interesting color addition to any collection.

No. 115 f.p. \$1.50 / No. 215 s.p. .90 / No. 315 f.c. .35

WISTERIA — Large, frilled, single blossoms of rich wisteria color. Beautifully waved medium dark green foliage. A nice addition to any collection.

No. 116 f.p. \$1.50 / No. 216 s.p. .90 / No. 316 f.c. .35

f.p. — Flowering Plant; s.p. — Starter Plant; f.c. — Fresh Cutting

Page 5



TOREADOR △

GAY CONFETTI ▽



GIGI △

GALA PINK ▽



EXOTIC △

LAVENDER SPLENDOR ▽



LAVENDER CARIBBEAN △

ORIENTALE ▽

ALL BLOSSOMS PICTURED IN ACTUAL SIZE



Fischer's FAVORITE SPECIAL OFFERS

Any \$50.00 Selection Only \$37.50 Postpaid
 Any \$35.00 Selection Only \$27.50 Postpaid
 Any \$25.00 Selection Only \$20.00 Postpaid
 Any \$15.00 Selection Only \$12.75 Postpaid
 Any \$10.00 Selection Only \$ 8.75
 Any \$ 7.50 Selection Only \$ 6.75
 Any \$ 6.00 Selection Only \$ 5.50

All 51 Flowering Plants that are pictured, a
 \$78.50 value Only \$50.00 postpaid
 All 50 Starter Plants pictured (Not including
 the Slipper Gloxinia), a \$47.75 value
 Only \$35.00 postpaid

Special offers do not apply to Gardening
 Aids.



DOUBLE VARIETIES

TREADOR — New! Red lavender, giant flowering, open-faced semi-double showing bright pollen sacks. Foliage medium dark green, very slightly waved and diminutive in nature. A collector's variety.

No. 117 f.p. \$2.00 / No. 217 s.p. \$1.25 / No. 317 f.c. .50

GIGI — Large double blossoms and dark green foliage with red underleaf. A strong grower selected from hundreds of seedlings. Our best fringed double pink.

No. 118 f.p. \$1.50 / No. 218 s.p. .90 / No. 318 f.c. .35

GAY CONFETTI — An exciting blue and white tu-tone semi-double. Medium dark green foliage. A terrific bloomer and outstanding performer. Very popular with visitors at the Greenhouses.

No. 119 f.p. \$1.50 / No. 219 s.p. .90 / No. 319 f.c. .35

GALA PINK — Fringed pink with deeper pink edging. A semi-double with attractive, slightly waved medium dark green foliage.

No. 120 f.p. \$1.50 / No. 220 s.p. .90 / No. 320 f.c. .35

EXOTIC — Giant, deeply fringed double white with some chartreuse edging. Bright pollen center, with waved medium green foliage.

No. 121 f.p. \$1.50 / No. 221 s.p. .90 / No. 321 f.c. .35

LAVENDER CARIBBEAN — Huge blue lavender full double blossoms, many showing yellow pollen centers. A diminutive symmetrical grower and excellent bloomer.

No. 122 f.p. \$1.50 / No. 222 s.p. .90 / No. 322 f.c. .35

LAVENDER SPLENDOR — New! Very large red lavender semi-double. Open-faced beauty showing bright pollen sacks. Beautiful symmetrical grower with attractively veined dark green foliage. Excellent addition to any collection.

No. 123 f.p. \$2.00 / No. 223 s.p. \$1.25 / No. 323 f.c. .50

ORIENTALE — A raspberry fringed semi-double with some chartreuse edging. Deep green, fringed, glossy foliage; red underleaf.

No. 124 f.p. \$1.50 / No. 224 s.p. .90 / No. 324 f.c. .35



PINK HALO △



FAIRY SKIES △

RED EPISCIA ▽

MINIATURE ORCHID ▽



ALL BLOSSOMS PICTURED IN ACTUAL SIZE



MARS IMPROVED △

GLOWING EMBERS ▽



SPRING SNOW △

BLUE ECLIPSE ▽



ABOUT OUR AFRICAN VIOLETS

Fischer Greenhouses, with more than 75 years experience, produces America's finest African Violets. Each plant is carefully bred and cultivated so that you may enjoy the utmost in satisfaction from your African Violet collection. All plants are guaranteed to arrive at your home safely.

FLOWERING PLANTS are well established African Violets that arrive at your home either in bud, ready to bloom, or in full bloom. These African Violets are grown with the utmost care and are shipped to you so that you may enjoy immediate satisfaction from their beautiful, hearty blossoms.

STARTER PLANTS are African Violets made available far below regular cost. For our customers who like to grow their own stock, starter plants are an ideal and economical answer. These are young, vigorous, well-established plants in 2¼" pots. They offer many advantages over rooted cuttings, since there is no transplanting setback and plants will bloom more quickly.

FRESH CUTTINGS are leaves that are cut from Fischer's named varieties. Packed so that they will not wilt, these Fresh Cuttings are rushed to your home so that you may enjoy the pleasures of rooting and growing your own stock. A thrilling and economical way to enhance and diversify your collection.



SINGLE VARIETIES

PINK HALO—A full petalled single pink with a distinct white edge. Deep green foliage with shaded pink underleaf.

No. 125 f.p. \$1.50 / No. 225 s.p. .90 / No. 325 f.c. .35

FAIRY SKIES—Clear medium blue single Geneva. Giant, star shaped blossom with decided white edge. Medium soft green foliage. A new variety from Lyndon Lyon.

No. 126 f.p. \$2.00 / No. 226 s.p. \$1.25

RED EPISCIA—Bright poinsettia red flowers and exceptionally fine variegated foliage. A fine exotic vine akin to the African violet.

No. 127 f.p. \$1.00 / No. 227 s.p. .70 / No. 327 f.c. .35

MINIATURE ORCHID—Small, cupped, single white fringed blossoms. A semi-miniature with orchid markings in the center. Dark green wavy leaves.

No. 128 f.p. \$1.50 / No. 228 s.p. .90 / No. 328 f.c. .35

MARS IMPROVED—A free flowering, two-tone deep lavender single with waved blossoms. Medium dark green semi-glossy foliage.

No. 129 f.p. \$1.50 / No. 229 s.p. .90 / No. 329 f.c. .35

SPRING SNOW—Giant, pure white single blossoms. Surely our best single white yet! A strong grower with dark green foliage.

No. 130 f.p. \$1.50 / No. 230 s.p. .90 / No. 330 f.c. .35

GLOWING EMBERS—A two-tone cerise red with upper petals lighter than lower. Occasional chartreuse edging. Foliage deep green with red underleaf.

No. 131 f.p. \$1.50 / No. 231 s.p. .90 / No. 331 f.c. .35

BLUE ECLIPSE—Medium blue single flowers with a good white edge. Dark green leaves with red veining on underleaf. A symmetrical grower.

No. 132 f.p. \$1.50 / No. 232 s.p. .90 / No. 332 f.c. .35



Imagination (left) Athena (middle) Atomic Blaze (right)

IMAGINATION — Deeply fringed single rose-pink blossoms. Dark green wavy foliage with red underleaf.

No. 133 f.p. \$1.50 / No. 233 s.p. .90 / No. 333 f.c. .35

HI-HILL GARDENS ATHENA — Giant frilled, double white flowers with a bright blue band on the outer edge. A strong grower with supreme foliage. Featured in LIFE, Nov. 17, 1961. No. 134 f.p. \$2.00 / No. 234 s.p. \$1.25 / No. 334 f.c. .50

ATOMIC BLAZE — New! Our deepest fuchsia red. Brilliant single blossoms, dark green quilted foliage, colorful red underleaf.

No. 135 f.p. \$1.50 / No. 235 s.p. .90 / No. 335 f.c. .35

FLIRT — A very fine full double, lilac lavender with crepe-edge petals. Medium green, waved foliage.

No. 136 f.p. \$1.50 / No. 236 s.p. .90 / No. 336 f.c. .35

ROSE DUST — Bright single pink, lighter frilled edging. Beautifully waved medium green foliage.

No. 137 f.p. \$1.50 / No. 237 s.p. .90 / No. 337 f.c. .35

SMOKE RINGS — Giant, semi-double, blue Geneva, good white edge. Dark green, glossy foliage.

No. 138 f.p. \$1.50 / No. 238 s.p. .90 / No. 338 f.c. .35

FISCHER'S FOLLIES — Giant, medium blue, very ruffled double flowers. Attractive, medium dark green waved foliage.

No. 139 f.p. \$1.50 / No. 239 s.p. .90 / No. 339 f.c. .35

BONANZA — New! Giant, deep royal blue, open-faced semi-double blossoms with slightly waved petals and bright-eyed with yellow pollen. Medium, soft green foliage.

No. 140 f.p. \$2.00 / No. 240 s.p. \$1.25 / No. 340 f.c. .50

IMPERIAL — New! Our largest red lavender single. Outstanding in blossom size and performance. Soft green foliage.

No. 141 f.p. \$1.50 / No. 241 s.p. .90 / No. 341 f.c. .35

SLIPPER GLOXINIA — Attractive Miniature Gloxinia will flower when only 4"-6" across. Blossoms about 2" in length, lasting from 10 to 14 days. Will continue to bloom as plant grows. Red or purple available.

No. 142 f.p. red \$1.50 / No. 142A f.p. purple \$1.50

PAUL BUNYAN — Striking raspberry red variety. Large, star-shaped double with glossy, light green foliage. Very heavy bloomer. A new variety from Lyndon Lyon.

No. 143 f.p. \$2.00 / No. 243 s.p. \$1.25



FLIRT △

SMOKE RINGS ▽



ROSE DUST △

FISCHER'S FOLLIES ▽



ALL BLOSSOMS PICTURED IN ACTUAL SIZE



BONANZA △

SLIPPER GLOXINIA ▽



IMPERIAL △

PAUL BUNYAN ▽



AMERICA'S FINEST AFRICAN VIOLETS BY MAIL . . . SAFELY

Fischer's African Violets are grown with care, and packaged with care, so that they arrive safely at your home.



Foam rubber is placed around the stems and over the top of the pot. Then a plastic cover is secured around the pot.



The plant is placed securely in a rigid cardboard tube. A plant marker is attached to the outside to assure proper identification.



The tubes are then placed in a heavy cardboard carton . . . and sent quickly, with guaranteed safety, on their way to your home.

SINGLES & DOUBLES

BLOSSOM TIME — Huge, ruffled, royal blue double blossoms. Bright pollen centers with medium green, slightly waved foliage.

No. 144 f.p. \$1.50 / No. 244 s.p. .90 / No. 344 f.c. .35

JERSEY PRIDE — Large, bright pink, deeply fringed single blossoms. Attractively waved medium dark green foliage.

No. 145 f.p. \$1.50 / No. 245 s.p. .90 / No. 345 f.c. .35

TINSEL — A bright blue double with a good white edge. A heavy flowering semi-miniature. Medium green foliage, slightly waved.

No. 146 f.p. \$1.50 / No. 246 s.p. .90 / No. 346 f.c. .35

PINK FINESSE — New! Exceptionally frilled, soft pink semi-double showing occasional chartreuse edging. Attractive, deep green waved foliage with red underleaf. Excellent bloomer.

No. 147 f.p. \$1.50 / No. 247 s.p. .90 / No. 347 f.c. .35

LOVE AND KISSES — Beautiful double pink Geneva star. Large blossoms. Dark green foliage with red underleaf. Heavy bloomer. A new variety from Lyndon Lyon.

No. 148 f.p. \$2.00 / No. 248 s.p. \$1.25

HI-HOPES — Huge star shaped blue Geneva developed by Lyndon Lyon. Deep green foliage. As featured in LIFE magazine, November 17, 1961.

No. 149 f.p. \$1.50 / No. 249 s.p. .90 / No. 349 f.c. .35

WHITE BOUQUET — Large, full double white blossoms. Good, dark green leaves. A heavy flowering symmetrical grower.

No. 150 f.p. \$1.50 / No. 250 s.p. .90 / No. 350 f.c. .35

YELLOW EPISCIA — Lemon yellow flowers in great profusion at the crown and along the handsome glossy green vine. A fine exotic vine akin to the African violet.

No. 151 f.p. \$1.00 / No. 251 s.p. .70 / No. 351 f.c. .35



BLOSSOM TIME △

TINSEL ▽



JERSEY PRIDE △

PINK FINESSE ▽



LOVE AND KISSES △

WHITE BOUQUET ▽



HIGH HOPES △

YELLOW EPISCIA ▽



ALL BLOSSOMS PICTURED IN ACTUAL SIZE

POPULAR FAVORITES

Each year, as a result of our extensive breeding program, a great number of new varieties are introduced. Naturally space is limited, therefore we must limit the number of violets that we picture. There remains a large number of outstanding varieties that we offer here, without pictures, at substantial savings. A wonderful opportunity for you to enhance your collection economically!



CANDY COTTON — Large flowered pink double. Profusion of bloom, medium green foliage. No 152 f.p. \$1.00 / No. 252 s.p. .75 / No. 352 f.c. .35

PINK CONSTELLATION — Lavender pink sport of Pink Cloud. Flower flecked white. No. 153 f.p. \$1.00 / No. 253 s.p. .75 / No. 353 f.c. .35

CHERRY PINK — Giant flowering, deep pink single with tall flower stems. No 154 f.p. \$1.00 / No. 254 s.p. .75 / No. 354 f.c. .35

PINK BAND — Deep pink single flowers with a deeper pink band on outer edge. Attractive medium green foliage. No. 155 f.p. \$1.00 / No. 255 s.p. .75 / No. 355 f.c. .35

ICEBERG — Large frilled white double blossom. Wavy foliage, excellent bloomer. No 156 f.p. \$1.00 / No. 256 s.p. .75 / No. 356 f.c. .35

MING BLUE — Giant single flowers with deeply serrated petals. Heavy flowering deep blue. Strong grower with slightly waved foliage. No. 157 f.p. \$1.00 / No. 257 s.p. .75 / No. 357 f.c. .35

KING NEPTUNE — A wonderful giant, semi-double purple. The largest of them all A real show plant. Good strong foliage with red veining. No 158 f.p. \$1.00 / No. 258 s.p. .75 / No. 358 f.c. .35

CARIBBEAN — Giant, bright blue double blossoms showing much pollen. Blossoms and foliage both attractively waved. No. 159 f.p. \$1.00 / No. 259 s.p. .75 / No. 359 f.c. .35

JERSEY MIST — Wispy, light blue single flower with attractive girl foliage. Prolific bloomer. No 160 f.p. \$1.00 / No. 260 s.p. .75 / No. 360 f.c. .35

PURPLE CAROUSEL — Giant, ruffled, double purple flowers. Deep green waved foliage. Strong grower and excellent bloomer. No. 161 f.p. \$1.00 / No. 261 s.p. .75 / No. 361 f.c. .35

LAVENDER HALO — Geneva type white edge surrounding red-lavender single blossoms. Medium dark green foliage. No. 162 f.p. \$1.00 / No. 262 s.p. .75 / No. 362 f.c. .35

FIRE DANCE — The favorite red lavender single with exceptionally large flowers in great profusion, and fine foliage. No. 163 f.p. \$1.00 / No. 263 s.p. .75 / No. 363 f.c. .35

COQUETTE — Very full, frilled red lavender double blossoms. Spectacular in full bloom. Slightly waved dark green foliage. No 164 f.p. \$1.00 / No. 264 s.p. .75 / No. 364 f.c. .35

CHOPSTICKS — A variegated, blue and white semi-double. A strong grower and profuse bloomer. Good medium green foliage. No. 165 f.p. \$1.00 / No. 265 s.p. .75 / No. 365 f.c. .35

WINTRY ROSE — Red lavender double Geneva. Long lasting, distinct white edge; medium green foliage. No. 166 f.p. \$1.00 / No. 266 s.p. .75 / No. 366 f.c. .35

CHERRY RED — An exceptional single! Free flowering cerise red with showers of blossoms and good soft green foliage. No. 167 f.p. \$1.00 / No. 267 s.p. .75 / No. 367 f.c. .35

No. 167 f.p. \$1.00 / No. 267 s.p. .75 / No. 367 f.c. .35

f.p. — Flowering Plant; s.p. — Starter Plant; f.c. — Fresh Cutting

HOW TO RAISE GOOD AFRICAN VIOLETS

Of all the flowering plants available to the indoor gardener the African Violet is the easiest to raise and bloom. Under proper conditions, your plants can remain in bloom almost constantly. To get the desired bloom, it is important to pay attention to the few basic needs of your plants.

LIGHT

A good rule of thumb is that "More light usually helps bring a 'shy' bloomer into flower." Violets require fairly full windowsill light, including some direct sunlight, during late fall, winter, and early spring. In the brighter months, it may be necessary to shade plants from direct sunlight to prevent yellowing of foliage and stunting of growth.

ARTIFICIAL LIGHT

Very fine plants are being grown under fluorescent light, with no natural light at all. The Floracart units are convenient "fluorescent gardens." The new Grolux fluorescent tube, a product of Sylvania Electric Co. is the best light source, but the regular warm white tubes are also good. Lights are suspended 6"-10" above the tops of the plants and should remain lit for about 16 hours. Incandescent light is not as good as fluorescent but can be helpful to supplement natural light.

TEMPERATURE

Violets are of tropical origin and prefer warm conditions. Happily, violets and people like about the same temperature. Seventy-five degrees fahrenheit during the day and sixty-five degrees fahrenheit at night is ideal. Be sure that violets are not too near cold windows at night or in cold drafts because plants can actually be injured if they are subjected to prolonged exposures of temperatures below 50 F.

WATER AND HUMIDITY

Violets thrive in fairly moist and humid situations. Humidity around the plants can be increased by growing violets in trays filled with moist sand or gravel. Even water in saucers near or under the plants is helpful. Occasional spraying of plants with luke warm water early in the day is also good. Violets like a moderately moist soil, neither saturated nor bone dry. Too much water rots roots, and plants that are dry will not grow well enough to flower properly. Bottom watering is generally most convenient in the home. Simply add water to the tray or saucer under the pot, but make sure that water is used up before more is added. If plants are watered from below, it is good to occasionally top water, about once a month, so that fertilizers will be redistributed throughout the soil. If plants are regularly watered from the top, they will need water two or three times a week, depending on how rapidly they dry out.

FERTILIZERS

In windowsill gardening, fertilizers should be used sparingly. Use a balanced plant food, as directed, about once a month. Soluble foods of an approximate 1-1-1 ratio (as 17-17-17) seem to work out best. But guard against excess feeding, and if plants appear stunted or yellow, consider the possibility that they may have been overfed.

SOILS AND POTTING

Soil that is high in organic matter (peat, humus) is best. Generally the packaged soils are satisfactory. If you wish to prepare your own mix, blend liberal quantities of peat moss into a good garden soil and add sand or perlite to improve drainage. Then heat soil to 180 F. for about 30 minutes. Clay or plastic pots may be used, and contrary to popular opinion, plants should not be potbound. It is well to keep plants moving into larger pots so that they have plenty of soil volume. A plant with a 4"-6" top spread can grow in a 3" pot, while larger plants do well in shallow 4" or even 5" pots.

GROOMING PLANTS

Violets grow and bloom best if they are raised as "single crown" (one plant rather than several in a pot). It is advisable to separate extra plants to insure the most symmetrical and floriferous growth.

INSECTS AND DISEASES

Fortunately violets have few problems, and the worst difficulties can now be controlled with new chemicals. Cyclamen mites are microscopic insects that feed on the growing tip of plants. If new leaves are hard, dwarfed and distorted, you can suspect this insect. Sel-Kaps, a selenate preparation, is an easy and effective cure. Mealy bugs, small cottony sucking insects, occasionally attack undersurfaces of leaves and flower buds. Aphids (plant lice) sometimes bother violets. Both these pests can easily be eradicated with African Violet Spray, an easy-to-use aerosol preparation. Nematodes, the microscopic eel-worms, feed on violet roots. These are controlled by VC13, which is watered on the soil in diluted form. Springtails, small whitish insects that appear on soil surface are generally harmless, as they feed on decaying soil matter. However, they can be easily eradicated by a single watering with a weak solution of DDT or chlordane.

The most frequently occurring disease problems are root and crown rots. Overwatering increases the severity of these problems. Fermate or captan drenches are helpful in reducing the problems, but proper culture is most important to preventing their occurrence.

Prevention is the best cure for all diseases and insects. Purchase from reputable firms, and watch "gift" plants for potential trouble. It is always best to put new plants in "isolation" for two or three weeks after acquisition before putting them with the rest of your collection.

EPISICIAS AND SLIPPER GLOXINIAS

These companion plants require some special care. Episicias do best in hanging baskets where they can trail in their normal growth habit. They require somewhat more light than violets and are little more sensitive to low temperature. The Slipper Gloxinias seem capable of year-'round bloom if they receive more light than violets and are pruned occasionally. Directions for this plant are included with orders.

MORE INFORMATION

For more detailed information we suggest that you refer to either of the two reference books listed with our Gardening Aids.

AIDS TO BETTER GROWING . . .

From Fischer's

AFRICAN VIOLET SOIL

The soil we use in our greenhouses. High organic content, steam sterilized, proper fertilizer level. Good for most house plants.

No. 401 2½ lb. bag\$1.00 Postpaid

SEL-KAPS

A thoroughly reliable insect control in capsule form which kills mites, red spider, aphids, and pests attacking African Violets. Contains Sodium Selenate.

No. 402 24 Capsule Box\$1.00 Postpaid

AFRICAN VIOLET FOOD

Stimulant—5-8-7 blend, widely used.

No. 403, 7 oz. can....\$.75 p.p. No. 404, 1 lb. can....\$1.30 p.p. No. 405, 5 lb. can .. \$4.95 p.p. Agrico Hi-Analysis—17-17-17 blend. 4 measured packets in each package, enough for 4 quarts of fertilizer solution.

No. 406\$.35 package

V-C 13 WONDER CHEMICAL

Simply water on your violets to give complete protection against nematode infestation.

No. 407 6 oz. bottle (enough for hundreds of plants)\$2.50

AFRICAN VIOLET SPRAY

Handy aerosol insecticide protects all house plants. Contains pyrethrins and rotenone. Quick and easy to use, will not harm plants.

No. 408 5 oz. aerosol\$1.00

BOOKS OF INTEREST

"1001 African Violet Questions Answered by Twelve Experts"; Helen Van Pelt Wilson, Editor. Answers to most frequently asked African Violet questions.

No. 409\$4.95 Postpaid

"An Easy Guide To African Violets" By Bill Meachem, horticultural writer and editor. Easy to read, complete, clear and concise.

No. 410\$2.50 Postpaid

• TUBE CRAFT FLORA CART

with all these features . . .

- The ideal "showing and growing plant stand for African Violets and other house plants."
- Rugged tubular aluminum frame on casters.
- Two shelf model—52" long, 19" deep, 57" high.
- Three shelf model—52" long, 19" deep, 77" high.
- Two or three waterproof, fiberglass trays 49" long, 19½" wide, 1½" deep. Each tray has a convenient drain to permit draining surplus water without moving plants.
- Combolite fluorescent fixtures for two 48" long fluorescent lamps and two incandescent light bulbs per tray. Lamp to lamp connections. Fixtures do not include lamps.



No. 411 Two Tray
Flora Cart Complete.....\$ 76.50

No. 412 Three Tray
Flora Cart Complete.....\$101.75

Prices F.O.B. Cleveland, Ohio. Shipments by Motor Freight unless otherwise specified.

• TUBE CRAFT TABLE MODEL

- Lightweight, for use on any table or bench for easy, effective indoor gardening.
- Sturdy, tubular aluminum legs, with plastic tips to prevent scratching and slipping.
- Fiberglass tray, 19½" wide, 49" long, 1½" deep.
- Combolite fluorescent fixtures for two 48" long fluorescent lamps, and two incandescent light bulbs. Fixtures do not include lamps.



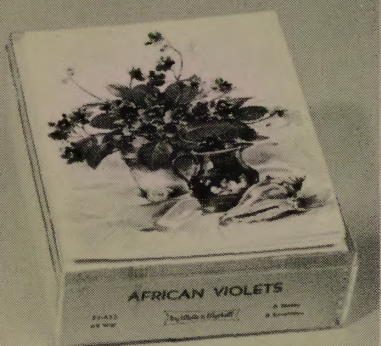
- Unit stands 24" high, 51" long.
No. 413 CompleteOnly \$28.50,
F.O.B. Cleveland, Ohio



PLANTER TREE

Sturdy brass finished stand, 33" high, complete with 9 jardiniers (either green or white) for 3" plants.

No. 414\$14.95 postpaid
(Add \$1.00 extra postage
West of Mississippi)



GREETING CARDS

Perfect note paper for violet lovers — 8 notes and envelopes with pretty violet theme.

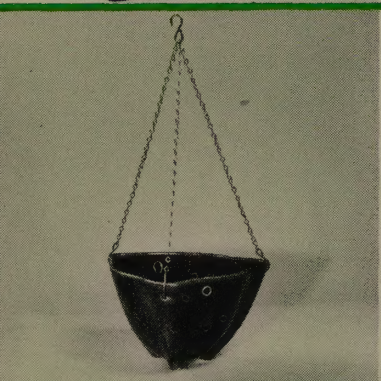
No. 415 Box\$.75 postpaid



SPRAY BULB

Eight ounce sprayer with 2 spray heads — useful for dusting as well as watering.

No. 416\$1.95 postpaid



POTTERY HANGING BASKET

Triangular shape, 8½" on each side with chain hanger — white or green.

No. 417\$2.50 postpaid



WICKER BASKETS

Lacy wicker weave, nice for special arrangements. Prices postpaid.

No. 418 small (for one 3" pot) \$.85

No. 419 medium (for two 2½" pots)
\$1.10

No. 420 large (for two 3" pots)
\$1.35

No. 421 set of three \$3.00

LACY POT COVERS

Lacy white plastic, with solid bottom to hold water; fine ornamentation for clay or colored pots.

- No. 422 3" size \$.25 postpaid
- No. 423 4" size \$.45 postpaid



BEE

Cute imported novelty — eyes move!

- No. 424 One \$.15 postpaid
- No. 425 Five \$.50 postpaid



PLASTIC HANGING BASKET

13" diameter with three strand galvanized wire — in green, white or yellow.

- No. 426\$2.50 postpaid

PLASTIC POTS — Sturdy Lockwood pots, best available, good drainage — white only. Prices postpaid.

	25	50	100
2¼"	No. 427 \$1.25	No. 428 \$2.25	No. 429 \$4.00
3"	No. 430 \$1.50	No. 431 \$2.75	No. 432 \$5.00
4" shallow	No. 433 \$2.00	No. 434 \$3.75	No. 435 \$7.00

PERLITE — Five ounce bag — good medium for rooting cuttings — enough for four 3" pots, or just fills one plastic rooting box.

- No. 436 Bag \$.35 postpaid

VERMICULITE — Nine ounce bag — another medium for rooting cuttings — enough for twelve 3" pots or two plastic rooting boxes with some to spare.

- No. 437 Bag \$.45 postpaid

PLASTIC LABELS — Write on them with pencil, crayon, rubber stamp — will not rust or mildew, can be cleaned for reuse. White only. Prices postpaid.

No. 438	4" x 5/8"	\$.80/100	No. 439	\$1.75/250
No. 440	5" x 5/8"	\$1.00/100	No. 441	\$2.25/250

BECO PLANTERS — Oblong white plastic boxes perfect for windowsill, with black pot insert. Prices postpaid.

No. 442	11" x 4"	(for two 3" pots)	\$1.25
No. 443	18" x 4½"	(three or four 3" pots)	\$2.25
No. 444	24" x 5"	(five 3" or three 4" pots)	\$3.25

PLASTIC ROOTING BOX — A sturdy plastic box from Lockwood, 7½" x 4¾" x 2" — fine for about twelve cuttings. One bag of perlite or ½ bag of vermiculite fills the box.

- No. 445 Each box \$.25 postpaid

TO ORDER BY MAIL — Simply fill out this page, circling the numbers corresponding to your selections, and mail the page to Fischer Greenhouses, Linwood, New Jersey.

IMPORTANT — Please send check or money order with your order. No. C.O.D. We pay postage on plant orders of \$10.00 or more. Please add 50¢ to help defray mailing expense on smaller orders. In case of loss or damage to plants in transit, please notify us immediately. Minimum order: \$4.00. The 1963 shipping season begins in early May and continues through Mid-November, weather permitting.

All plants, with the exception of Fresh Cuttings, are shipped in 2¼" plastic pots. All shipments will be made by Parcel Post unless you request otherwise. For Special Delivery, add \$1.00 to your order. For Air Parcel Post, add 50¢ per plant.

☐ Check here if you are taking advantage of the special offers on page 7. Gardening aids are not included in special offers.

SHIPPING SEASON: Mid-May to Mid-November, weather permitting.

When to send? _____

Parcel Post

Special Delivery

(Add \$1.00 to
your order)

Air Parcel Post

(Add 50¢ per plant
to your order)

Name _____

Address _____

City _____ State _____

Amount Enclosed _____ (Minimum order: \$4.00)

Add .50 postage on orders less than \$10.00

To order more than one plant of a variety, indicate the quantity you want next to the plant number.

FLOWERING PLANTS

101	102	103	104	105	106	107	108	109	110	111	112	113
114	115	116	117	118	119	120	121	122	123	124	125	126
127	128	129	130	131	132	133	134	135	136	137	138	139
140	141	142	142A	143	144	145	146	147	148	149	150	151
152	153	154	155	156	157	158	159	160	161	162	163	164
165	166	167										

STARTER PLANTS

201	202	203	204	205	206	207	208	209	210	211	212	213
214	215	216	217	218	219	220	221	222	223	224	225	226
227	228	229	230	231	232	233	234	235	236	237	238	239
240	241	243	244	245	246	247	248	249	250	251	252	253
254	255	256	257	258	259	260	261	262	263	264	265	266
267												

FRESH CUTTINGS

301	302	303	304	305	306	307	308	309	311	312	313	314
315	316	317	318	319	320	321	322	323	324	325	327	328
329	330	331	332	333	334	335	336	337	338	339	340	341
344	345	346	347	349	350	351	352	353	354	355	356	357
358	359	360	361	362	363	364	365	366	367			

GARDENING AIDS

401	402	403	404	405	406	407	408	409	410	411	412	413
414	415	416	417	418	419	420	421	422	423	424	425	426
427	428	429	430	431	432	433	434	435	436	437	438	439
440	441	442	443	444	445							

FISCHER GREENHOUSES

LINWOOD

NEW JERSEY